



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Media Partners, Incorporated
13200 Strickland road
Raleigh, NC 27613

Contract # 331690

Schedule Dates	10/24/12-11/06/12	Date Entered	09/17/12
Advertiser	Pol/W Bryant/C Thigpen/L McGee/O/NC Court of A	Last Modified	09/17/12
Agency	Media Partners, Incorporated (5425)	Entered By	Dave Wade
Product	Political - State Candidate (1071)	CO-OP	No
Brand	JUDGES CHARLOTTE (137365)	Headline #	
Salesperson	Wade, Dave (1546)	Demo	
Sales Office	WSOC-TV	Order Type	Normal
Buyer Name	White, Debbie	Package Deal	
Phone/Fax	(919) 781-0433 /	Commission %	15.00
CPE	12339	Commission	\$11,222.25
Account Types	Local/Political	Net Total	\$63,592.75
Billing Type	Standard	Sales Tax	
Comments	Acq Order No: 123		

Charlotte (WSOC)			
By Broadcast Month	Spots	Rate	
Oct. 2012	14	\$15,120.00	
Nov. 2012	55	\$59,695.00	
Grand Total:	69	\$74,815.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	6A- 7A (EST)				1					1	\$1,175.00	\$1,175.00	Charlotte (WSOC)		9/17/12
2.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	6A- 7A (EST)					1				1	\$1,175.00	\$1,175.00	Charlotte (WSOC)		9/17/12
3.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	7A- 8A (EST)				1					1	\$1,075.00	\$1,075.00	Charlotte (WSOC)		9/17/12
4.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	7A- 8A (EST)					1				1	\$1,075.00	\$1,075.00	Charlotte (WSOC)		9/17/12
5.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	12P- 1P (EST)				1					1	\$490.00	\$490.00	Charlotte (WSOC)		9/17/12
6.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	12P- 1P (EST)					1				1	\$490.00	\$490.00	Charlotte (WSOC)		9/17/12
7.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	6P- 6:30P (EST)				1					1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		9/17/12
8.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	6P- 6:30P (EST)					1				1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		9/17/12
9.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	7P- 7:30P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		9/17/12
10.0	Normal Line / Spot	10/25/12-10/25/12	4	:30	7P- 7:30P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		9/17/12
11.0	Normal Line / Spot	11/02/12-11/02/12	3	:30	6A- 7A (EST)						1			1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		9/17/12
12.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	6A- 7A (EST)							1		1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		9/17/12
13.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	6A- 7A (EST)							1		1	\$1,175.00	\$1,175.00	Charlotte (WSOC)		9/17/12
14.0	Normal Line / Spot	10/29/12-11/03/12	4	:30	6A- 7A (EST)		1	1	1	1				4	\$1,175.00	\$4,700.00	Charlotte (WSOC)		9/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Contract # 331690
Schedule Dates 10/24/12-11/06/12
Advertiser Pol/W Bryant/C Thigpen/L McGee/O/NC Court of A
Agency Media Partners, Incorporated (5425)
Product Political - State Candidate (1071)
Brand JUDGES CHARLOTTE (137365)
Salesperson Wade, Dave (1546)
Sales Office WSOC-TV
Buyer Name White, Debbie
Phone/Fax (919) 781-0433 /
CPE 12339
Account Types Local/Political
Billing Type Standard
Comments Actg Order No: 123

Date Entered 09/17/12
Last Modified 09/17/12
Entered By Dave Wade
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$11,222.25
Net Total \$63,592.75
Sales Tax

Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Oct. 2012	14	\$15,120.00
Nov. 2012	55	\$59,695.00
Grand Total:	69	\$74,815.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	7A- 8A (EST)								1	1	\$1,075.00	\$1,075.00	Charlotte (WSOC)		9/17/12
16.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	7A- 8A (EST)		1	1	1	1	1			5	\$1,075.00	\$5,375.00	Charlotte (WSOC)		9/17/12
17.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	7A- 8A (EST)		1							1	\$1,075.00	\$1,075.00	Charlotte (WSOC)		9/17/12
18.0	Normal Line / Spot	11/02/12-11/02/12	3	:30	12P- 1P (EST)						2			2	\$650.00	\$1,300.00	Charlotte (WSOC)		9/17/12
19.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	12P- 1P (EST)		2							2	\$650.00	\$1,300.00	Charlotte (WSOC)		9/17/12
20.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	12P- 1P (EST)						1			1	\$490.00	\$490.00	Charlotte (WSOC)		9/17/12
21.0	Normal Line / Spot	10/29/12-11/01/12	4	:30	12P- 1P (EST)		2	2	2	2				8	\$490.00	\$3,920.00	Charlotte (WSOC)		9/17/12
22.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	4P- 5P (EST)		1	1	1	1	1			5	\$825.00	\$4,125.00	Charlotte (WSOC)		9/17/12
23.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	4P- 5P (EST)		1							1	\$825.00	\$825.00	Charlotte (WSOC)		9/17/12
24.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	5:30P- 6P (EST)		1							1	\$1,700.00	\$1,700.00	Charlotte (WSOC)		9/17/12
25.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	5:30P- 6P (EST)		1	1	1	1	1			5	\$1,300.00	\$6,500.00	Charlotte (WSOC)		9/17/12
26.0	Normal Line / Spot	11/02/12-11/02/12	3	:30	6P- 6:30P (EST)						1			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		9/17/12
27.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	6P- 6:30P (EST)		1							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		9/17/12
28.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	6P- 6:30P (EST)						1			1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		9/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Product Political - State Candidate (1071)
Brand JUDGES CHARLOTTE (137365)
Salesperson Wade, Dave (1546)
Sales Office WSOC-TV
Buyer Name White, Debbie
Phone/Fax (919) 781-0433 /
CPE 12339
Account Types Local/Political
Billing Type Standard
Comments Adg Order No: 123

Date Entered 09/17/12
Last Modified 09/17/12
Entered By Dave Wade
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$11,222.25
Net Total \$63,592.75
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012 14 \$15,120.00
Nov. 2012 55 \$59,695.00
Grand Total: 69 \$74,815.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Normal Line / Spot	10/29/12-11/01/12	4	:30	6P- 6:30P (EST)	1	1	1	1	1				4	\$1,500.00	\$6,000.00	Charlotte (WSOC)		9/17/12
30.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	7P- 7:30P (EST)	1	1	1	1	1				5	\$1,200.00	\$6,000.00	Charlotte (WSOC)		9/17/12
31.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	7P- 7:30P (EST)	1	1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		9/17/12
32.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	11P- 11:35P (EST)								1	1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		9/17/12
33.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	11P- 11:35P (EST)		1							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		9/17/12
34.0	Normal Line / Spot	11/01/12-11/02/12	4	:30	11:35P- 12:35A (EST)					1	1			2	\$700.00	\$1,400.00	Charlotte (WSOC)		9/17/12
35.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	11:35P- 12:35A (EST)		1							1	\$700.00	\$700.00	Charlotte (WSOC)		9/17/12
36.0	Normal Line / Spot	11/06/12-11/06/12	3	:30	6A- 7A (EST)			1						1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		9/17/12
37.0	Normal Line / Spot	11/06/12-11/06/12	4	:30	7A- 8A (EST)		1							1	\$1,075.00	\$1,075.00	Charlotte (WSOC)		9/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Agency: 5425

Adv. 16938

Contract: 331690

Client: POLITICAL
Product:
Campaign: JUDGES CHARLOTTE

Station Order

MEDIA PARTNERS, INC.
13200 STRICKLAND RD
RALEIGH, NC 27613
919-781-0433

Rev #: 0

Flight From: 10/15/2012 to 11/06/2012

Estimate No.:
Contract No.:
Job No.:

Buyer Name: Debbie White
Sweeps: Manual Ratings

Market: CHARLOTTE
Station: WSOC
Station Contact: Dave Wade

Actg. Order No.: 123
WS Order No.: 12339
Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross Rate/ Total	Oct	Oct	Oct	Oct	Oct	Oct	Oct	Oct	Oct	Oct	Oct	Oct
					15	16	17	18	19	20	21	22	23	24	25	
1	MTWRF-- 06:00A-07:00A	EM 30	EYEWITNESS NEW	\$1,500.00 \$4,500.00
Comment: F																
2	MTWRF-- 06:00A-07:00A	EM 30	EYEWITNESS NEW	\$1,175.00 \$8,225.00	1	1
Comment: L2																
3	MTWRF-- 07:00A-08:00A	EM 30	GMA	\$1,075.00 \$10,750.00	1	1
Comment: L2																
4	MTWRF-- 12:00P-01:00P	DT 30	NOON NEWS	\$650.00 \$2,600.00
Comment: F																
5	MTWRF-- 12:00P-01:00P	DT 30	NOON NEWS	\$490.00 \$5,390.00	1	1
Comment: L2																
6	MTWRF-- 04:00P-05:00P	EF 30	DR OZ	\$825.00 \$4,950.00
Comment: L3																
7	MTWRF-- 05:30P-06:00P	EN 30	EYEWIT NEWS	\$1,700.00 \$1,700.00
Comment: F																
8	MTWRF-- 05:30P-06:00P	EN 30	EYEWIT NEWS	\$1,300.00 \$6,500.00
Comment: L2																
9	MTWRF-- 06:00P-06:30P	EN 30	EYEWIT NEWS	\$2,000.00 \$4,000.00
Comment: F																
10	MTWRF-- 06:00P-06:30P	EN 30	EYEWIT NEWS	\$1,500.00 \$10,500.00	1	1
Comment: L2																
11	MTWRF-- 07:00P-07:30P	PA 30	INSIDE EDITION	\$1,200.00 \$9,600.00	1	1
Comment: L2																
12	MTWRF-Su 11:00P-11:30P	LN 30	LATE NEWS	\$2,000.00 \$4,000.00
Comment: F																
13	MTWRF-- 11:35P-12:35A	LF 30	NITELINE	\$700.00 \$2,100.00
Comment: L2																
					\$74,815.00	5	5

25.2
25.2

Date: 09/14/2012

Page 1a

Time: 12:51p

Client: POLITICAL
 Product:
 Campaign: JUDGES CHARLOTTE

Station Order

MEDIA PARTNERS, INC.
 13200 STRICKLAND RD
 RALEIGH, NC 27613
 919-781-0433

Rev #: 0
 Flight From: 10/15/2012 to 11/06/2012

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Dabble White
 Sweeps; Manual Ratings

Market: CHARLOTTE
 Station: WSOC
 Station Contact: Dave Wade

Actg. Order No.: 123
 WS Order No.: 12339
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross Rate/ Total	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05
1	MTWRF-- 06:00A-07:00A	EM 30	EYEWITNESS NEW	\$1,500.00 \$4,500.00	1	.	.	1
Comment: F															
2	MTWRF-- 06:00A-07:00A	EM 30	EYEWITNESS NEW	\$1,175.00 \$8,225.00	1	.	.	1	1	1	1
Comment: L2															
3	MTWRF-- 07:00A-08:00A	EM 30	GMA	\$1,075.00 \$10,750.00	1	.	.	1	1	1	1	1	.	.	1
Comment: L2															
4	MTWRF-- 12:00P-01:00P	DT 30	NOON NEWS	\$650.00 \$2,600.00	2	.	.	2
Comment: F															
5	MTWRF-- 12:00P-01:00P	DT 30	NOON NEWS	\$490.00 \$5,390.00	1	.	.	2	2	2	2
Comment: L2															
6	MTWRF-- 04:00P-05:00P	EF 30	DR OZ	\$825.00 \$4,950.00	.	.	.	1	1	1	1	1	.	.	1
Comment: L3															
7	MTWRF-- 05:30P-06:00P	EN 30	EYEWIT NEWS	\$1,700.00 \$1,700.00	1
Comment: F															
8	MTWRF-- 05:30P-06:00P	EN 30	EYEWIT NEWS	\$1,300.00 \$6,500.00	.	.	.	1	1	1	1	1	.	.	.
Comment: L2															
9	MTWRF-- 06:00P-06:30P	EN 30	EYEWIT NEWS	\$2,000.00 \$4,000.00	1	.	.	1
Comment: F															
10	MTWRF-- 06:00P-06:30P	EN 30	EYEWIT NEWS	\$1,500.00 \$10,500.00	1	.	.	1	1	1	1
Comment: L2															
11	MTWRF-- 07:00P-07:30P	PA 30	INSIDE EDITION	\$1,200.00 \$9,600.00	.	.	.	1	1	1	1	1	.	.	1
Comment: L2															
12	MTWRF-Su 11:00P-11:30P	LN 30	LATE NEWS	\$2,000.00 \$4,000.00	1	1
Comment: F															
13	MTWRF-- 11:35P-12:35A	LF 30	NITELINE	\$700.00 \$2,100.00	1	1	.	.	1
Comment: L2															
					\$74,815.00	4	.	.	8	8	8	9	9	.	10
						18.9	.	37.5	37.5	37.5	40.5	40.5	.	4.3	44.8

Date: 09/14/2012

Page 1b

Time: 12:51p

Client: POLITICAL
Product:
Campaign: JUDGES CHARLOTTE

Station Order

MEDIA PARTNERS, INC.
13200 STRICKLAND RD
RALEIGH, NC 27613
919-781-0433

Rev #: 0
Flight From: 10/15/2012 to 11/06/2012

Estimate No.:
Contract No.:
Job No.:

Buyer Name: Debbie White
Sweeps: Manual Ratings

Market: CHARLOTTE
Station: WSOC
Station Contact: Dave Wado

Actg. Order No.: 123
WS Order No.: 12339
Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross Rate/ Total	Nov 06	Total Spots	DMA P 35+ (R)	DMA W 35+ (R)	DMA HH (R)
1	MTWRF-- 06:00A-07:00A	EM 30	EYEWITNESS NEW	\$1,500.00 \$4,500.00	1	3	4.2 \$357.14	0.0	0.0
Comment: F									
2	MTWRF-- 06:00A-07:00A	EM 30	EYEWITNESS NEW	\$1,175.00 \$8,225.00	.	7	4.2 \$279.76	0.0	0.0
Comment: L2									
3	MTWRF-- 07:00A-08:00A	EM 30	GMA	\$1,075.00 \$10,750.00	1	10	4.8 \$223.96	0.0	0.0
Comment: L2									
4	MTWRF-- 12:00P-01:00P	DT 30	NOON NEWS	\$650.00 \$2,600.00	.	4	3.2 \$203.13	0.0	0.0
Comment: F									
5	MTWRF-- 12:00P-01:00P	DT 30	NOON NEWS	\$490.00 \$5,390.00	.	11	3.2 \$153.13	0.0	0.0
Comment: L2									
6	MTWRF-- 04:00P-05:00P	EF 30	DR OZ	\$825.00 \$4,950.00	.	6	3.3 \$250.00	0.0	0.0
Comment: L3									
7	MTWRF-- 05:30P-06:00P	EN 30	EYEWIT NEWS	\$1,700.00 \$1,700.00	.	1	5.8 \$293.10	0.0	0.0
Comment: F									
8	MTWRF-- 05:30P-06:00P	EN 30	EYEWIT NEWS	\$1,300.00 \$8,500.00	.	5	5.8 \$224.14	0.0	0.0
Comment: L2									
9	MTWRF-- 06:00P-06:30P	EN 30	EYEWIT NEWS	\$2,000.00 \$4,000.00	.	2	6.7 \$298.51	0.0	0.0
Comment: F									
10	MTWRF-- 06:00P-06:30P	EN 30	EYEWIT NEWS	\$1,500.00 \$10,500.00	.	7	6.7 \$223.88	0.0	0.0
Comment: L2									
11	MTWRF-- 07:00P-07:30P	PA 30	INSIDE EDITION	\$1,200.00 \$9,600.00	.	8	6.3 \$190.48	0.0	0.0
Comment: L2									
12	MTWRF-Su 11:00P-11:30P	LN 30	LATE NEWS	\$2,000.00 \$4,000.00	.	2	4.3 \$465.12	0.0	0.0
Comment: F									
13	MTWRF-- 11:35P-12:35A	LF 30	NITELINE	\$700.00 \$2,100.00	.	3	3.0 \$233.33	0.0	0.0
Comment: L2									
				\$74,815.00	2	69			

9.0

Date: 09/14/2012

Page 1c

Time: 12:51p

Advertiser: POLITICAL
 Campaign: JUDGES CHARLOTTE

Station Order
 CHARLOTTE - TV

Station: WSOC

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross		Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	Oct 22	Oct 23	Oct 24	Oct 25
				Rate/ Total												

Monthly Totals				
Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	14	69.3	\$15,120.00	\$218.18
Nov	55	251.6	\$59,695.00	\$237.26
	69	320.9	\$74,815.00	\$233.14

By: _____

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:WSOC-TVCharlotte, NC**Date:**9/13/12I, DEBORAH H. WHITEbeing/on behalf of: Wanda Bryant, Linda McGee + ^{Chen}Thigpen, a legallyqualified candidate of the New Republican politicalparty for the office of: NC Court of Appeals Judgein the Generalelection to be held on: Nov. 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached Schedule					

Total Charges:\$74,815. GROSS\$63,592.75 NET

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